

For Immediate Release



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To Banking or Business Editor:

New Bank & Credit Union Star-Ratings Now Available

December 9, 2010: BAUERFINANCIAL, Inc. Coral Gables, Florida, the nation's bank rating firm, has just released new Star-rating updates for all U.S. banks and federally insured credit unions based on September 30, 2010 financial data.

For the first time since 2007, 38% of the nation's banks have earned BauerFinancial's highest 5-Star rating!

The number of recommended banks (those rated 5-Stars or 4-Stars) is also on the rise. They now constitute over 59% of the total. That's the highest percent of recommended banks since the second quarter of '08.

BFR's *Troubled and Problematic Bank Report* (which includes all banks rated 2-Stars or below) currently includes 12.7% of the industry.

Credit Unions are also showing improvement: over 65% of federally insured credit unions are now rated 5-Stars or 4-Stars while just 5.6% are rated 2-Stars and below.

To find out how yours fares simply visit www.bauerfinancial.com. It's Free.

BAUERFINANCIAL has been providing the public with the knowledge they need to make informed decisions regarding their banking relationships since 1983. BAUERFINANCIAL has been the source that bankers and consumers have trusted when making important banking decisions. Let's face it, when it comes to money, all decisions are important.

BAUERFINANCIAL.... because peace of mind matters!

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Members of the press may request a free spreadsheet of all the bank and/or credit union star ratings in their state, along with financial highlights, by emailing research@bauerfinancial.com.

If you are absolutely certain you will not need bank data or spreadsheets and would like to be removed from our fax list, simply call 800.388.6686 or fax 800.230.9569. (Please include the fax number you wish to remove.)